IN THE CLAIMS:

Claims 1 - 8 have been cancelled. Claims 9, 10, 11, and 13 - 17 have been amended. Claims 19 - 23 have been added.

Claims 1 - 8 (cancelled).

9. (currently amended) A computer-readable medium encoded with a program for enabling adaptive product recommendations based on multiple-scale ratings, said program, which when executed, cause a computer to ~~comprising~~:

~~acquiring~~ acquire post-use multiple-scale ratings from at least one user, said post-use multiple-scale ratings corresponding to at least one product, ~~said at least one product~~ the one product also being rated by multiple-scale product ratings, each of said post-use multiple-scale ratings and each of said multiple-scale product ratings comprising a plurality of rating scores with respect to a plurality of corresponding rating scales;

~~analyzing~~ analyze said post-use multiple-scale ratings; and

~~enabling~~ enable adaptive product recommendations based on the ~~analysis resulted from said analyzing~~ analysis of said post-use multiple-scale ratings.

10. (currently amended) The computer-readable medium according to claim 9, wherein said enabling includes at least one of:

updating said multiple-scale product ratings using a new multiple-scale rating generated based on the analysis resulted from said analyzing;

generating at least one multiple-scale personalized filter to filter said multiple-scale product ratings on an individual basis; and

identifying zero or more of said rating scales that correlate with dissatisfaction of said users to adjust the importance of each of said rating scales in said multiple-scale product ratings.

11. (currently amended) A computer-readable medium encoded with a program for adjusting a multiple-scale product rating based on post-use multiple-scale ratings, said program, which when executed, causes a computer to ~~comprising~~:

obtain[[ing]] a multiple-scale rating of a product, said multiple-scale product rating ~~comprising~~ being a plurality of rating scores ~~with respect to~~ corresponding to said rating scales;

~~acquiring~~ acquire post-use multiple-scale ratings of said product, ~~from a plurality of users of said product, each of~~ said post-use multiple-scale ratings ~~comprising~~ being a plurality of rating scores ~~with respect to~~ corresponding to ~~a~~ the plurality of rating scales; and

~~adjusting~~ adjust multiple-scale product rating based on post-use multiple-scale ratings.

12. (original) The computer-readable medium according to claim 11, wherein said adjusting includes:

Generating a new multiple-scale rating based on said post-use multiple-scale ratings; and

revising said multiple-scale product rating of said product based on said new multiple-scale rating.

13. (currently amended) A computer-readable medium encoded with a program for ~~generating a multiple-scale personalized filter~~ making product recommendations

utilizing multiple rating scales, said program, which when executed, causes a computer to ~~comprising~~:

obtain[[ing]] a plurality of pre-use multiple-scale selection specifications from a user, each of said pre-use multi-scale selection specifications ~~comprising a plurality of~~ being a rating score[[s]] ~~with respect~~ corresponding to a ~~plurality of~~ rating scale[[s]];

obtain[[ing]] a [[list of]] recommendation for a product[[s]] ~~determined~~ based on a proximity of said plurality of pre-use multiple-scale selection specifications ~~and at least one~~ to the multiple-scale product ratings, ~~each of said at least one the multiple-scale product rating corresponding to one of said product and comprising a plurality of corresponding rating scores with respect to said rating scales~~; and

~~acquiring~~ acquire post-use multiple-scale ratings [[of]] for said product[[s]] ~~from said user~~, [[each of]] said post-use multiple-scale ratings corresponding to ~~one of said~~ the product[[s]] ~~and comprising a plurality of corresponding rating scores with respect to said criteria~~.

14. (currently amended) The computer-readable medium of claim 13, said program ~~further comprising~~ including instructions, which when executed, cause a computer to:

~~analyzing said pre-use multiple-scale selection specifications and said post-use multiple-scale product ratings to generate a pre/post-use discrepancy~~;

generate pre/post-use discrepancies for the multiple rating scales by determining the difference between the pre-use multiple-scale selection specifications and the post-use multiple-scale product ratings; and

~~generating~~ create [[said]] a multiple-scale personalized filter for said user based on said pre/post-use ~~discrepancy~~ discrepancies.

15. (currently amended) A computer-readable medium encoded with a program for identifying causes of users' dissatisfaction based on post-use multiple-scale ratings, said program, which when executed, causes a computer to comprising:

obtain~~ing a plurality of~~ pre-use multiple-scale selection specifications from ~~at least one~~ a user, each of said pre-use multi-scale selection specifications comprising a plurality of rating scores with respect to a plurality of corresponding rating scales;

obtain~~ing a list of~~ a recommendation for a product[[s]] determined based on the proximity between said pre-use product selection specifications and at least one multiple-scale product rating, each of said multiple-scale product ratings corresponding to ~~one of said~~ a product[[s]] and ~~comprising~~ being a plurality of rating scores ~~with respect~~ corresponding to the plurality of ~~to~~ said rating scales; and

~~acquiring~~ acquire post-use multiple-scale ratings of said product[[s]] from said ~~at least one~~ user, each of the post-use multiple-scale ratings corresponding to ~~one of~~ said product[[s]] and ~~comprising~~ being a plurality of rating scores with respect to said rating scales.

16. (currently amended) The computer-readable medium of claim 15, said program ~~further comprising~~ , which when executed causes the computer to:

~~acquiring~~ acquire post-use satisfaction ratings of said product[[s]] from said ~~at least one~~ user of said product[[s]];

~~analyzing said pre-use multiple-scale selection specifications and said post-use multiple-scale ratings to generate a pre/post-use discrepancy~~

determine a difference between said pre-use multiple-scale selection specifications and corresponding said post-use multiple-scale ratings to generate pre-/post-use discrepancies for the plurality of rating scales; and

~~correlating~~ correlate the post-use satisfaction ratings with the pre/post-use ~~discrepancy~~ discrepancies for the plurality of rating scales to identify ~~the rating scales whose~~ which of the pre/post-use discrepancies substantially correlate with low values of said post-use satisfaction ratings.

17. (currently amended) A system for adaptively making product recommendations based on multiple-scale product ratings, said system comprising:

an acquisition unit for acquiring pre-use selection specifications from [[users]] a user, each of said pre-use selection specifications specifying a desired product and ~~comprising~~ being a plurality of scores corresponding to a plurality of rating scales;

a product rating storage mechanism for storing multiple-scale product ratings [[on]] for a plurality of products, each of said multiple-scale product ratings corresponding to one of said products ~~and comprising a plurality of rating scores corresponding to said product rating scales~~;

a product recommendation unit for making product recommendations based on a comparison of said pre-use selection specifications and said multiple-scale product ratings; and

an acquisition unit for acquiring post-use multiple-scale ratings ~~from said users each of~~ for a product, said post-use multiple-scale product ratings comprising a plurality of rating scores corresponding to said product rating scales.

18. (original) The system according to claim 17, further comprising:

a calibration unit for enabling adaptive product recommendations based on said post-use multiple-scale ratings.

19. (currently amended) The system according to claim 18, wherein said calibration unit includes ~~at least one of~~:

a personalized filter generator ~~for generating~~ to create a personalized filter for ~~one of said users~~ the user based on pre-/post-user discrepancies which are the differences calculated between said pre-use selection specifications~~, acquired from said one of said users,~~ and said post-use multiple-scale product ratings~~, acquired from said one of said users~~ ;

~~an adaptive rating generator for updating multiple-scale product ratings of said products based on said post-use multiple-scale ratings on said products, acquired from said users; and~~

~~a correlator for correlating said rating scales based on said pre-use selection specifications and post-use multiple-scale ratings to adjust the importance of said rating scales in said multiple-scale product ratings~~.

20. (new) The system according to claim 18, wherein said calibration unit includes a correlation unit, the correlation unit collecting a post-use overall rating for the product, determining pre-/post-user discrepancies based on the difference between the pre-use selection specifications and the post-use multiple scale product ratings, and analyzing the pre-/post-use discrepancies to identify which of the rating scales correlate to the post-use overall rating for the product.

21. (new) The system according to claim 20, further including building an adjustment filter based on the identified rating scales which correlate to the post-use overall rating for the product.

22. (new) The system according to claim 21, wherein the adjustment filter includes weighting the identified rating scales to update the multiple-scale product ratings.

23. (new) The system according to claim 21, wherein the adjustment filter is incorporated into the product recommendation unit to filter the pre-use selection specifications.